Orders	Order / Rev:	106413		
	Alt Order #:	06850947	<del>_</del>	
	Product Desc:	HELLER FOR SENATE	<del>_</del>	
	Estimate:			KSNV
	Flight Dates:	09/12/12 - 09/18/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/10/12 / 09/25/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.	_	
	Buying Contact:		Billing Type:	Cash .
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller Dean for U.S. Senate	Parison	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Payanua Cados:	POLITICAL/ACY DOAN CEN	Aconou External ID:	

08/27/12	09/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	18	\$17,700.00	\$15,045.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$17,700.00	\$15,045.00	0.00
Totals	18	\$17,700.00	\$15.045.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$17,700.00
Market	100%	\$61,034.48

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$13,427.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$10,375.86
KTUD	0%	\$0.00
KVVU	26%	\$15,868.97
K∨WB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$3,662.07

Lr	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/13/12	09/13/12	M-F Today Show	II 3rd HGM	9-10a	T	:30	1	\$200.002	0.00 NM	1	\$200.00
				M-F Today Show	II								
	TODAY	SHOW II											
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			•	-		
\	Veek; 09/	10/12	09/16/12	T	1	\$200.00	0.00						

Print Date: 09/26/12 08:09:02 Page 2 of 3

 Order / Rev:
 106413
 Advertiser:
 Heller, Dean for U.S. Senate

 Alt Order #:
 06850947
 Product Desc:
 HELLER FOR SENATE
 KSNV

 Flight Dates:
 09/12/12 - 09/18/12
 Estimate:

	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/13/1:	2 09/13/12	M-F Today Show		9-10a	T	:30	1 :	\$200.002	0.00 NM	1	\$200.00
TODAY												
<u>Star</u> Week: 09/1	<u>rt Date</u> 10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
			M-F Today Show M-F Today Show		9-10a	M	:30	1 : ;	\$200.002	0.00 NM	0	\$0.00
TODAY			Monkdaya	Spots/Week	Data	Doting						
<u>3اما</u> Week: 09/1	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> M	<u>5pots/week</u>	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
	Date Ra		escription		<u>VEnd Time</u>	-	<u>Weekdays</u>	Lengt		Rtg Type		
	esolved	U9/23/12 IVI	I-F Today Show II	3rd Hr 9-10			v	- ,3	U <del>(</del>	) 0.00 <i>NM</i>		
		_ABLE RAT	E] NOT AVAILAB	LE RATE								
		2 09/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
RACHEL Star	L RAY rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i		
Week: 09/1		09/16/12	WTF	3		0.00						
E 4 KSNV AGENDA		2 09/14/12	The Agenda 123 The Agenda 123	•	1230-1p	WTF	:30	3	\$100.003	0.00 NM	0	\$0.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/1		09/16/12	WTF	3	*	0.00	Mingledova	1	h D-1-	Dia Tona		
1 KSNV			<u>escription</u> he Agenda 1230p.	· ·	t <u>/End Time</u> D-1p		<u>Weekdays</u> WThF	<u>Lengt</u> 3:3		Rtg Type 0.00 <i>NM</i>		
	re <i>sol</i> ved OT AVAI	LABLE RAT	E] NOT AVAILAB	LE RATE								
	09/10/12 resolved	!-09/16/12 Ti	he Agenda 1230p.	m 1230	0-1p		wThF	- :3	0 (\$100.00	0.00 NM		
		LABLE RAT	E] NOT AVAILAB	LE RATE								
		!-09/16/12 Ti	he Agenda 1230p	m 123	D-1p		WThF	- :3	0 <del>(\$100.00</del>	0.00 NM		
	resolved OT AVAI	LABLE RAT	E] NOT AVAILAB	LE RATE								
E 5 KSNV	09/17/1		The Agenda 123 The Agenda 123	0pm CM	1230-1p	MT	- :30	2	\$100.003	0,00 <b>NM</b>	0	\$0.00
AGEND		End Data	Mookdova	Cuoto Attook	Doto	Dallan						
<u>Star</u> Week: 09/	<u>rt Date</u> 17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$100.00	<u>Rating</u> 0.00						
	Date Ra		escription		t/End Time		<u>Weekdays</u>	Lengt		Rtg Type		
	09/17/12 resolved	1-09/23/12 1	he Agenda 1230p	m 123	0-1p		MT	- :3	0 (\$400.00	9) 0.00 NM		
		LABLE RAT	E] NOT AVAILAB	LE RATE								
		2-09/23/12 T	he Agenda 1230p	m 123	0-1p		MT	- :3	0 (\$100.00	0.00 NM		
	resolved OT AVAI	LABLE RAT	E] NOT AVAILAB	LE RATE								
			Days of our Live	s CM	1258p-2pm	WTF	- :30	3	\$200.003	0.00 NM	2	\$400.00
DAYS						n						
<u>Stai</u> Week: 09/	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3		<u>Rating</u> 0.00						
Spot Ch	Date Ra	inge D	Description Days of our Lives		t/End Time 8p-2pm		<u>Weekdays</u> WThF	Lengt - :3		<u>Rtg Type</u> ) 0.00 <i>NM</i>		
	resolved A BUMP	POLITICAL	] N/A BUMP POLI	ITICAL					-			
		····	Days of our Live		1258p-2pm	MT	- :30	2	\$200.003	0.00 NM	1	\$200.00
E / KSINV			David of a soul base	_							i	
DAYS			Days of our Live	95								

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KSNV

Totals

18

\$17,700.00

Order / Rev:

106413

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06850947

09/12/12 - 09/18/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 7 KSNV 09/17/12 09/18/12 Days of our Lives CM 1258p-2pm :30 MT----\$200,003 0.00 NM \$200.00 Days of our Lives DAYS Start Date **End Date Weekdays** Spots/Week Rating Rate MT----Week: 09/17/12 09/23/12 2 \$200.00 0.00 Description Start/End Time Ch Date Range Weekdays <u>Length</u> Rate Rtg Type 1 KSNV 09/17/12-09/23/12 Days of our Lives 1258p-2pm :30 (\$200.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 8 KSNV 09/12/12 09/14/12 M-F News 3 at Eleven 11pm-1135pm :30 \$750,002 0.00 NM --W-F--\$1,500.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating --W-F--Week: 09/10/12 09/16/12 \$750.00 0.00 KSNV 09/18/12 09/18/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$750.002 0.00 NM -T----1 \$750.00 M-F News 3 at Eleven **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$750.00 0.00 E 10 KSNV 09/12/12 09/14/12 The Tonight Show CM 1135p-1237a \$250.002 --WTF--:30 0.00 NM 3 \$750.00 Tonight Show TONIGHT SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --WTF--\$250.00 0.00 E 11 KSNV 09/17/12 09/18/12 The Tonight Show MT----CM 1135p-1237a :30 \$250,002 0.00 NM 2 \$500.00 Tonight Show TONIGHT SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MT-----\$250.00 0.00 E 12 KSNV 09/17/12 09/17/12 Mon PR 8-10p CM 8-10pm :30 1 \$2,400.002 M-----0.00 NM \$2,400.00 Monday Prime 8-10pm THE VOICE Start Date End Date Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 \$2,400.00 0.00 E 13 KSNV 09/18/12 09/18/12 Tues PR 8-9p CM 8-9pm :30 1 \$2,400,002 0.00 NM \$2,400.00 Tuesday Prime 8-9pm THE VOICE Weekdays Spots/Week Start Date End Date Rate Rating Week: 09/17/12 09/23/12 -T----\$2,400.00 0.00 E 14 KSNV 09/16/12 09/16/12 NFL Football CM 1P-9PM ----S :30 \$8,000.002 0.00 NM \$8,000.00 NFL Football SUN NIGHT FTBL **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$8,000.00 0.00